ot 1

Sheet 1

Undor the Paperwork Reduction Act of 1995, no persons are required to	U.S. Patent and Trad	PTO/SE/08A (08-03) proved for use through 07/31/2006 (NRB 0651-002) proved for use thr
Substitute for form 1449/PTO	Co	omplete if Known
	Application Number	09/807.887
INFORMATION DISCLOSURE	Filing Date	04/19/2001
	First Named Inventor	Eldering, Charles
STATEMENT BY APPLICANT	Art Unit	2152
(Use as many sheets as necessary)	Examiner Name	Santos, Patrick JD

Attorney Docket Number 1706-11

U, S, PATENT DOCUMENTS Pages, Columns, Lines, Where Relevant Passages or Relevant Cita No.1 Document Number Name of Patentee or Applicant of Cited Document Publication Date MM-DD-YYYY Figures Appear Number-Kind Code<sup>3 prime</sup> US- 6266849 **AAJ** 07/24/2001 Linden, Gregory D. et al. ŪŠ-US. USus. US-US-US-US-US-US US-US-US-US. US-US-US-

		FORE	GN PATENT DOCU	MENTS		
Examiner Initials*	Cita No.	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pagea, Columns, Lines, Where Relevant Passages	Γ
		Country Code * Number * "Hind Code !! (Anown)	MM-DD-YYYY		Or Relevant Figures Appear	Ľ
					j ·	Е
						E
		•				I
						Γ
				•		L
						Г

mans "EXAMINER: Initial II reference obsciriesed, whether or not cliefton is in conformance with MPEP 809. Draw line through citation II not in conformance and not considered. Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at www.uspto.gov or MPEP 901.04. Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the sortal number of the patent document, "kind of document by the appropriate symbols as indicated on the document undor WIPO Standard ST.10 if possible. "Applicant is to place a check mark here if English tanguage Translation is attached.

Trais collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or rotate a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this torm and/or suggestions for reducing this burden, should be sent to the Chief information Officer, U.S. Patent and Trademark Officer, P.O., Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEEB OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissionism for Patents, P.O. Box 1459, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

04/07/2005

PTO/SB/08B (08-03)

Approved for use through 07/31/2006. OMB 0651-0031

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number. LENT & Stitute for form 1449/PTO

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Sheet

	Complete II Known	•
Application Number	09/807,887	-
Filing Date	19 APRIL 2001	
First Named Inventor	ELDERING, CHARLES A.	
Art Unit	2161	
Examiner Name	SANTOS, PATRICK JD	
Attorney Docket Number	T706.11	

Faranta	1 00	NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
FC	CL	RASKUTTI, et al., "Acquiring Customer Preferences for Information Filtering: a Heuristic-Statistical Approach", Proceedings of the 5th Int'l Conference on User Modeling, Kaluna-Kona, HI, USA, 2-5 January, 1996.	
İ			
•	,	·	
-			
			·
			-

Examiner Signature Flantz 669 Date Considered 09/3	23/05
----------------------------------------------------	-------

<sup>\*</sup>EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

Considered. Include copy or this form with next communication to applicant:

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

MAR 2 1 2005

Sheet 1

PTO/SB/08A (08-03) Approved for use through 07/31/2006, OMB 0651-0031

Approved for use through 07/31/2006, OMB 0551-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

nder the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

			U. S. PATENI	F DOCUMENTS	
Examiner Initials*	Cite No.1	Document Number  Number-Kind Code <sup>2</sup> (F known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
FC	AAB	<sup>US-</sup> 4930011	05/29/1990	Kiewit; David A.	
FC	AAC	<sup>US-</sup> 5099319	03/24/1992	Esch; Arthur G.	
K	AAD	<sup>US-</sup> 5758257	05/26/1998	Herz; Frederick et al	
R	AAE	<sup>US-</sup> 5918014	06/29/1999	Robinson; Gary B.	
FC	AAF		07/27/1999	Melchione, Anthony T.	
FC	AAG	<sup>US-</sup> 6009409	12/28/1999	Adler; Micah A.	
R	AAH	<sup>US-</sup> 6084628	07/04/2000	Sawyer; Francois	
K	AAI	US- 20030088872	05/08/2003	Maissel, Jonathan et al	
		US-			·   · · · · · · · · · · · · · · · · · ·
		US-			<del></del>
		US-			<del></del>
		U\$-		<del> </del>	
		US-	1		

		FOREIC	ON PATENT DOCU	MENTS		
Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	
		Country Code <sup>3</sup> Number <sup>4</sup> Kind Code <sup>3</sup> (if known)	MM-DD-YYYY		Or Relevant Figures Appear	<b>™</b>
	BR					
		•				

Examiner			Date	
Signature	Man da	122V	Considered	alastac .
- G. J. Lataro	July 3	wy	Collsidered	7/23/03

\*EXAMINER: flitial if reference considered whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at <a href="https://www.uspto.gov">www.uspto.gov</a> or MPEP 901.04. There office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

PTO/SB/08B (08-03)
Approved for use through 07/31/2006, OMB 0651-0331
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Peperwork Reduction Act of 1995, no pers	ons are required to respond to a collection	of information unless it contains a valid QMB control numb Complete if Known	er.
MARTINIE TO TOTAL THE STATE OF	Application Number	09/807,887	
INFORMATION DISCLOSU	RE Filing Date	19 APRIL 2001	
STATEMENT BY APPLICAN	First Named Inventor	ELDERING, CHARLES A.	
(Hea ne many cheets or secretary)	Art Unit	2161	
(Use as many sheets as necessary)	Examiner Name	SANTOS, PATRICK JD	
Sheet 2 of 2	Attorney Docket Number	T706-11	フ
(Use as many sheets as necessary)	First Named Inventor Art Unit Examiner Name	ELDERING, CHARLES A. 2161 SANTOS, PATRICK JD	

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
R	C1	ARMSTRONG, LARRY, "Coupon Clippers, Save Your Scissors", Business Week, June 20, 1994, pgs. cover, table of contents, 164, 166.	
R	СК	ROSSI, MCCULLOCH, ALLENBY, "The Value of Purchase History Data in Target Marketing", Marketing Science; Vol. 15, No. 4, 1996, 20 pgs.	
•			
			,
	-		

Examiner Signature	Frantz	664	Date Considered	9	1/23/05	
*FYAMINER: 16	itial if reference considered	udathar ar not addiso in in	and are against the LADCO COO. Decurtion thereigh a		2 1 1 1	_

onformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:

Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Substitute for form 1449/PTO

PTO/SB/08A (08-03)

Approved for use through 07/31/2006, OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

er the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known					
Application Number	09/807,887				
Filing Date	19 APR 2001				
First Named Inventor	ELDERING				
Art Unit	2171				
Examiner Name	SANTOS, PATRICK JD				
Attorney Docket Number	T706-11				

	U. S. PATENT DOCUMENTS					
Examiner Initials*	Cite No.1	Document Number	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevan Figures Appear	
		Number-Kind Code <sup>2 (# known)</sup>			riguies Appeal	
		US-	i l		1	
		US-				
		US-				
		US-		,		
		US-				
		US-		· ·		
		US-				
		US-				
		US-		· · · · · · · · · · · · · · · · · · ·	,	
•		US-		<del></del>		
		US-				
		US-				
		US-				
	•	US-		<del></del>		
		U\$-			<u> </u>	
		US-		<del></del>		
		US-				
		US-	1			
		US-			<del> </del>	

			IGN PATENT DOCL	IMENTS		
Examiner Initials*	Cite No.'	Foreign Patent Oocument	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages Or Relevant Figures Appear	⊤ª
	ļ	Country Code <sup>3</sup> Number <sup>4</sup> "Kind Code <sup>5</sup> (# known)			<u> </u>	<u> </u>
re	BP	WO9717774	05-15-1997	PARK		
K	BQ	W09966719	12-23-1999	ZIGMOND		
·						
		·			_	

	Examiner Signature	Serantz	654	Date Considered	9/23/05
--	-----------------------	---------	-----	--------------------	---------

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. 'Applicant's unique citation designation number (optional). 'See Kinds Codes of USPTO Patent Documents at <a href="https://www.uspto.gov">www.uspto.gov</a> or MPEP 901.04. 'Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 'For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 'Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. 'Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.



# **ELECTRONIC INFORMATION DISCLOSURE STATEMENT**

Electronic Version v18 Stylesheet Version v18.0

> Title of **Invention**

Consumer Profiling and Advertising Selection System

**Application Number:** 

09/807887

Confirmation Number:

5900

First Named Applicant:

**Charles Eldering** 

Attorney Docket Number: T706-11

Art Unit:

2171

Examiner: Search string: Patrick JD Santos

(5754939 or 6216129 or 6298348 or 6560578

or 5661516 ).pn.

RECEIVED

AUG 2 6 2004

Technology Center 210

#### **US Patent Documents**

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
E	1	5754939	1998-05-01	HERZ	,		
FC	2	6216129	2001-04-01 .	ELDERING	,	•	
K	3	6298348	2001-10-01	ELDERING			
F	4	6560578	2003-05-01	ELDERING	•		
R	_ 5	5661516	1997-08-01	CARLES			

# Signature

Examiner Name	Date
Mantz asy	9/23/05

PTO/SB/08A (08-03)
Approved for use through 07/31/2006. OMB 0651-0031
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

der the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Substitute for form 1449/PTO

Sheet 1

# INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Complete if Known				
Application Number	09/807,887			
Filing Date	19 APR 2001			
First Named Inventor	ELDERING			
Art Unit	2171			
Examiner Name	SANTOS, PATRICK JD			
Attorney Docket Number	T706-11			

**U. S. PATENT DOCUMENTS** Examiner Publication Date Name of Patentee or Pages, Columns, Lines, Where Cite **Document Number** MM-DD-YYYY Applicant of Cited Document Relevant Passages or Relevant Floures Appear Number-Kind Code<sup>2</sup> (Vincen) US-ΑĀ US-US-US-US-US-US-US-US-US Technology Center 2100 US-US-US-US-US-US-US-US US-

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No.1	Foreign Patent Document	Publication Date	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages	
		Country Code <sup>3</sup> "Number <sup>4</sup> "Kind Code <sup>3</sup> (# known)	MM-DD-YYYY		Or Relevant Figures Appear	Т
Pe	BP	WO98/21713	05-22-1998	LEVILLE et al		
						L
					ļ	
	<u></u>					
						Г

Examiner Signature Franks Coby Date Considered 9/23/05

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered, include copy of this form with next communication to applicant. Applicant's unique citation designation number (optional). See Kinds Codes of USPTO Patent Documents at <a href="https://www.uspto.gov">www.uspto.gov</a> or MPEP 901.04. Senter Office that issued the document, by the two-letter code (WIPO Standard ST.3). For Japanesse patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. Skind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.16 if possible. Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.97 and 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patenta, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

PTC/SB/08B (08-03)
Approved for use through 07/31/2008, OMB 0651-0031
rademark Office: U.S. DEPARTMENT OF COMMISSION

Ander the Paperwork Reduction Act of 1995, no persons are			ct of 1995, no persons a	e required to respond to a collection of information unless it contains a valid OMB control number.  Complete if Known			
A STATE OF THE PARTY OF THE PAR	ACTORIONII 1443/FTO			Application Number	09/807,887	·	
INF	ORMATION	N DIS	CLOSURE	Filing Date	19 APR 2001		
STA	STATEMENT BY APPLICANT			First Named Inventor	ELDERING		
(Use as many sheets as necessary)				Art Unit	2171		
(USB as many sheats as necessary)			ecessary)	Examiner Name	SANTOS, PATRICK JD		
Sheet	2	of	2	Attorney Docket Number	T706-11		

		NON PATENT LITERATURE DOCUMENTS	
Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
FC	CG	GALLAGHER et al A Framework for Targeting Banner Advertising on the Internet, System Sciences, January 1997, Proceedings of the 30th Hawaii International Conference. Vol 4. pages 265-274.	
R	СН	MCCANDLESS. Web Advertising, IEEE Intelligent Systems. June 1998. Vol. 13. pages 8-9	
FC	CI	CHANG et al. In Exchange for Consumer Information on the Internet: The Economics and Issues. System Sciences, January 1998., Proceedings of the 31st Hawaii International Conference. Vol 4. pages 533-542.	•
		RECEIVED	
		AUG 0 2 2004	
		Technology Center 210	5
		·	
		,	

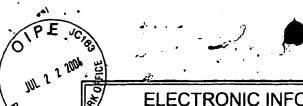
					_
Examiner			Date		
0:	The state of		Date		
Signature	111111115	1009	Considered	0/22/00	
	2.10001			7/03/03	
SCMALINED. L	111 1 100				_

<sup>\*</sup>EXAMINER: Initial if reference considered, whither or not clasticals in conformance with MPEP 609. Draw line through citation by not in conformance and not considered. Include copy of this form with next communication to applicant.

1 Applicant's unique citation designation number (optional). 2 Applicant is to place a check mark here if English language Translation is attached.

This collection of information is required by 37 CFR 1.98. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO:

Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.





#### **ELECTRONIC INFORMATION DISCLOSURE STATEMENT**

Electronic Version v18 Stylesheet Version v18.0

> Title of Invention

Consumer Profiling and Advertisement Selection System

Application Number:

09/807887

Confirmation Number:

5900

First Named Applicant:

**Charles Eldering** 

Attorney Docket Number: T706-11

Art Unit: Examiner: 2171

Patrick JD Santos

JUL 2 7 2004

RECEIVED

Search string:

( 5724521 or 5761662 or 5978799 or 5604542

or 6009410 or 6038591 or 5848396 or

Technology Center 2100

5933811).pn.

**US Patent Documents** 

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	
R	1	5724521	1998-03-03	DEDRICK	
R	2	5761662	1998-06-02	DASAN	
R	3	5978799	1999-11-02	HIRSCH	
R	4	5604542	1997-02-18	DEDRICK	
R	5	6009410	1999-12-28	LEMOLE	
R	6	6038591	2000-03-14	WOLFE	
R	7	5848396	1998-12-08	GERACE	
PC	, 8	5933811	1999-08-03	ANGLES	

Kind	Class	Subclass
$\overline{}$		
`	$\searrow$	
	/ `	

### Signature

Examiner Name	Date
Franky Coby	09/23/05
Franky Cosy	09/23/05

Form PT	2 1440				—					OF COMMERCE	ATTY. DOCKET NO.		A PPI	LN NO.		——
(REV. 8-83)										OF COMMERCE DEMARK OFFICE	T706-11	- 1		'807,887		
TPE	<u></u>						1	16	AND INC.	JEMARK OILICE	APPLICANT		0,5,	007,00.	<del></del>	
) " ]   a 967	NPOF	RM.	\TI(	ON	DIS	SCL	OS1	URE	E CITAT	ΓΙΟΝ	ELDERING					
in 1888	אומב										FILING DATE GROUP					
• la., .	rate		(U	lse sev	veral s	sheeis	if nec	essary	y)		19 APRIL 2001	Ì	215	2		
A TRADE									U.S. F	PATENT DOCU	MENTS	•				
EXR INITIAL			DO	ССС	ENT	NUM	BER		DATE		NAME	CL	ASS	SUBCLASS		G DATE ROPRIATE
R	AFF	4	9	7	2	5	0	4.	11/90	Daniel, Jr	. et al.	45	5	2		1
K	AGG	5	2	0	1	0	1	0	04/93	Deaton et	al.	38:	2	7		}
FC	АНН	5	2	3	7	6	2	0	08/93	Deaton et	al.	38:	2	7		<del> </del>
0	AII	5	3	0	5	1	9	6	04/94	Deaton et	al.	36	4	401		
100	AJJ	5	3	1	5	0	9	3	05/94	Stewart		23	5	381		-
R	AKK	5	3	2	7	5	0	8	07/94	Deaton et	al.	382	2	7		
R.	ALL	5	3	3	1	5	4	4	07/94	Deaton et	al.	364	4	401		
G-	AMM	5	3	8	8	1	6	5	02/95	Deaton et	al.	382	2	7		
The state of the s	ANN	5	4	3	0	6	4	4	07/95	Deaton et	al.	364	4	401		
	A00	5	4	4	8	4	7	1	09/95	Deaton et	al.	364	4	401		
F	APP	5	5	5	9	5	4	9	09/96	Hendricks	et al.	348	3	6	<del>.  </del>	
_/		<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u>—</u>			<b>L</b>	<u> </u>		L				
			DO	CUM	ENT :	NUME	BER		DATE	cc	UNTRY	CLA	ASS	SUBCLASS	TRANS	SLATION
															YES	NO
PC	BL	9	4	2	3	3	8	3	10/94	WO		_	_			
FR	ВМ	9	7	2	6	6	1	2	07/97	WO						<del>                                     </del>
+E	BN	9	8	3	4	1	8	9	08/98	WO						
K	ВО	9	9	6	5	2	3	7	12/99	WO		Ì				
	-		·	<del>                                     </del>						-			_			<del></del>
· · · · · · · · · · · · · · · · · · ·		Щ.	L			LLL IHT(	ER D	OCI	UMENTS	Including Author, 1	itle, Date, Pertinent Page	s, Etc	 :.)			1
	$\top$											<del></del>				
		_	<del> </del>			—	—	<del>-</del>			<del></del>					
	-	-														
		_	$\vdash$			<del></del>										
	+															
		_	<del></del>								·					
		L								<del></del>	DATE CONSIDERED					<u> </u>
EXAMINER			-	us				_			DATE CONSIDERED	/				

Form P	TO-1449			U.S. DEPARTMENT OF COM							ATTY. DOCKET NO.	T NO. APPLN NO.			
(REV. 8-	83)						PA	TENT	AND TRAI	DEMARK OFFICE		09	/807,887		
OIP	Ew										APPLICANT				
1.	INITAL	RMA	ATIO	ИÇ	DIS	SCL	osi	URE	E CITAT	NOI	ELDERING				
DR 1	BATAN ST	1									FILING DATE	GR	OUP	<u>-</u>	
	ين مادي		(U	se sev	verai s	sheets	if nec	essary	v)		19 APRIL 2001	21	52		
OF TRI	(Use several sheets if neces								U.S. P	ATENT DOCU	MENTS				
EXR	IR .								<del></del>	T		ı	T	FILING	G DATE
INITIAL					ENT				DATE		NAME	CLASS	SUBCLASS		OPRIATE
FC	AQQ	5	6	2	1	8	1	2	04/97	Deaton et		382	100		
FC	ARR	5	6	3	8	4	5	7	06/97	Deaton.et	al.	382	100		1
FC	ASS	5	6	4	2	4	8	5	06/97	Deaton et	al.	395	214		
R R R R	ATT	5	6	4	4	7	2	3	07/97	Deaton et	al.	395	214		
FC	AUU	5	6	4	9	1	1	4	07/97	Deaton et	al.	395	214		
FC	AVV	5	6	5	9	4	6	9	08/97	Deaton et	al.	395	214		†
FC							6	2	06/98	Dasan		707	10		
RC	2 AXX 5 9 7 0 4 6 9						6	9	10/99	Scroggie e	t al.	705	14		<u> </u>
FC	AYY	5	9	7	4	3	9	6	10/99	Anderson e	t al.	705	10		
FC	AZZ	5	6	7	5	6	6	2	10/97	Deaton et	al.	382	137		
R		5	9	9	1	7	3	5	11/99	Gerace		705	10		
		<u> </u>	<u> </u>		<u>.</u>	l			L	L, <u>-,</u>			JL	<u> </u>	
	<u> </u>	Г	DO	CUM	ENT	NUM	BER		DATE	CC	UNTRY	CLASS	SUBCLASS	TRANS	LATION
		-									~			YES	NO
		┢			Γ			l		<del></del>			<del>   </del>		
		<del>                                     </del>	-	-	╁╌				ļ	:					
<u> </u>				$\vdash$	╁	-									
		<del>                                     </del>		-	╁	_		-							
		├	-		-	<del>                                     </del>		┢	<u>.</u>				-		
		<u> </u>	<u> </u>		Ц,	TUT	יו פו		IMENTO	(Including Author "	îtle, Date, Pertinent Page	e Fee '	<u>i</u>		
	<del></del>	Τ	r			, 1 171				unctuaing Author, I	me, vaie, renineni Page	s, eic.)			
			_						·				· · · · · · · · · · · · · · · · · · ·		
	·	<u> </u>													
			<u> </u>												
			L												
										·					
EXAMIN	ER	1		_			~ ~ .	/			DATE CONSIDERED	, /-	1		
EVANO	ALCD :			13		4	26	y			9	123			
									t citation is in on to applicat		MPEP 609; Draw line the	ough citat	on if not in confo	irmance and	not

.

	0-1449		U.S. DEPARTMENT OF COMME							OF COMMERCE	RCE ATTY. DOCKET NO. APPLN NO.				
BHE 840	785.						PAT	ENT	AND TRAD	EMARK OFFICE	T706-11	0	9/807,887		
04	ÎNFOI	NM.	TIC	NC	DIS	SCL	ost	JRE	AND TRAD	ION	ELDERING				,
an ,	£ 3		•								FILING DATE	GI	ROUP	<del></del> -	
			(U	se sev	eral s	heets	if nece	essary	)		19 APRIL 2001	2	152		
TENT & T	<u> </u>	<del></del>							U.S. P	ATENT DOCU	MENTS				<del></del>
EXR									Γ	· · · · · · · · · · · · · · · · · ·	<u>-</u> .	Ι		FILIN	G DATE
INITIAL			DO	CUM	ENT				DATE		NAME	CLAS		IF APPR	OPRIAT
R	AlB	6	0	0	5	5	9	7	12/99	Barrett et		348	1	1	
R	AIC	6	0	1	4	6	3	4	01/00	Scroggie e	t al.	705	14		
R	A1D	6	0	2	6	3	7	0	02/00	Jermyn		705	14		<u>.</u> .
R	A1E	6	0	5	5	5.	7	3	04/00	Gardenswar	tz et al.	709	224		
Re	AIF	6	1	0	8	6	3	7	08/00	Blumenau		705	7		
R	AlG	6	1	3	4	5	3	2	10/00	Lazarus et		705	14		
R	AlH	6	1	6	0	9	8	9	12/00	Hendricks		455	4.2		
R	AlI	6	1	8	5	5	4	1	02/01	Scroggie e	t al.	705	14		
*															
												j			
				•							,				
			DO	CUM	ENT	NUM	BER		DATE	CC	DUNTRY	CLAS	SUBCLASS	TRANS	LATION
														YES	NO
									·						
	1	1													
	+				l	1	t i								<b></b>
				<u> </u>	<u></u>	L THE	ER D	OCI	JMENTS	(Including Author, 7	Title, Date, Pertinent Pag	es, Etc.)			
						<u> </u> УТНІ	ER D	OCT	JMENTS	(Including Author, T	Tile, Date, Pertinent Pag	es, Eic.)			
						ТНІ	ER D	OCT	JMENTS	(Including Author, 7	Title, Date, Pertinent Pag	es, Eic.)			
						L OTHI	ER D	OOCI	JMENTS	(Including Author, T	Tile, Date, Pertinent Pag	es, Eic.)			
						) THI	ER D	OCI	JMENTS	(Including Author, T	Title, Date, Pertinent Pag	es, Etc.)			
						IHTC	ER C	OOCI	JMENTS .	(Including Author, T	Title, Date, Pertinent Pag	es, Eic.)			
						L THI	ER D	OOCI	JMENTS .	(Including Author, T	Tule, Date, Pertinent Pag	es, Eic.)			
EXAMINE	R					DTHI	ER D	OCI	JMENTS	(Including Author, T	Tile, Date, Pertinent Pag	es, Eic.)			

09/807887 JUDGec'd PCT/PTO 1 9 APR 2001

				BB 4	0 7		<u> </u>				ATTY DOCKETNO	LINET	A DDI NI NO		
Form PTO-		l	. A	י אי	9 Z	וש	₩S.	DEP	ARTMENT (	OF COMMERCE	ATTY. DOCKET NO.	i	. APPLN NO.		
(REV. 8-83)		'	溪				PAT	ENT	AND TRAE	EMARK OFFICE	T706-11	PC'	T/US99/286	528	
			1	B: TA	MADEN	ARY	•								
IN	FOR	MA	ATIC	) <u>M</u>	DIS	CL	OSI	JRE	CITAT	TION	ELDERING				
											INT. FILING DATE	GRO	OUP		
			(U	se sev	eral si	heeis	if nec	essary	)		02 DEC 1999	ואט	KNOWN		
									U.S. P	ATENT DOCU	MENTS	· · ·		-	
EXAMINER		Γ							T				1	FILIN	IG DATE
INITIAL			DO	CUM	ENT I	MUM	BER		DATE	1	NAME	CLASS	SUBCLASS	IF APP	ROPRIATE
FC	AA	4	5	4	6	3	8	2	10/85	McKenna et	al.	358	84	,	1
R	AB	4	8	8	3	3	0	8	05/89	Humble		235	383		
FC	AC	5	1	2	8	7	5	2	07/92	Von Kohorn		358	84	•	
R	AD	5	1	5	5	5	9	1	10/92	Wachob		358	86		
R	AE	5	2	2	3	9	2	4	06/93	Strubbe		358	86		
R	AF	5	2	2	7	8	7	4	07/93	Von Kohorn		358	84		
R	AG	5	2	3	1	4	9	4	07/93	Wachob		358	146		
R	AJ	5	2	8	5	2	7	8	02/94	Holman		358	142		
FC	AK	5	4	1 0 3 4 4 04						Graves et	al.	348	1		
R	AL	5	4	4	6	9	1	9	08/95	Wilkins		455	6.2		
R	AM	5	5	1	5	0	9	8	05/96	Carles		348	8	1	
	DOCUMENT NUMBER														
			DO	CUMI	ENT I	NUM	BER		DATE	CC	UNTRY	CLASS	SUBCLASS	TRAN	SLATION
			DO	CUMI	ENT I	NUMI	BER		DATE	co	DUNTRY	CLASS	SUBCLASS	TRAN	SLATION
R	ВА	9	7	2UMI	ENT I	NUMI	BER 8	6	DATE 04/97	MO	DUNTRY	CLASS	SUBCLASS		·•
R	BA BB	9						6			DUNTRY	CLASS	SUBCLASS		·•
RRR			7	1	2	4	8		04/97	WO	DUNTRY	CLASS	SUBCLASS		·•
RRRR	ВВ	9	7	1	2	4	8	3	04/97	WO WO	DUNTRY	CLASS	SUBCLASS		·•
RRRRRR	BB BC	9	7 7 8	1 4 2	1	6	8 7 7	3	04/97 11/97 05/98	wo wo	DUNTRY	CLASS	SUBCLASS		·•
	BB BC BD	9	7 7 8 8	1 4 2 2	2 1 8	4 6 8 9	8 7 7 0 8	3 7 6 4	04/97 11/97 05/98 07/98 01/99	wo wo wo 	OUNTRY  Title, Date, Pertinent Page		SUBCLASS		·•
	BB BC BD	9	7 7 8 8 8 9	1 4 2 2 0	2 1 8 1	4 6 8 9 9	8 7 7 0 8 ER D	3 7 6 4 OCU	04/97 11/97 05/98 07/98 01/99 JMENTS	WO WO WO WO Concluding Author, 7 Software I	itle, Date, Pertinent Page.	s, Eic.)	Commerce	YES	NO
	BB BC BD BE	9	7 7 8 8 9 Propri	1 2 2 0	2 1 8 1	4 6 8 9 9 THE	8 7 7 0 8 ER D	3 7 6 4 OCU	04/97 11/97 05/98 07/98 01/99 JMENTS	WO WO WO WO Concluding Author, 7 Software I	'ille, Date, Persinent Page.	s, Eic.)	Commerce	YES	NO
	BB BC BD BE	9	7 7 8 8 9 Propri	1 4 2 2 0 0 oducinte/30/oduco	2 1 8 1 0 ct 1 ed ff/98;	4 6 8 9 THE	8 7 7 0 8 erat	3 7 6 4 OCU	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap	WO WO WO Gincluding Author, 7 Software I tex.com/pro eClick, "Dy	Title, Date, Pertinent Page.  nc., "SelectCa ducts-selectca	s, Etc.) st for st-con	Commerce of the commerce of th	YES Serve on	NO NO Property of the state of
R	BB BC BD BE	9	7 7 8 8 8 9 9 Pro O 6 6 Pro (D) Pro	1 2 2 0 oductinte(/30/oductinte())	2 1 1 8 1 1 0 0 1 1 1 1 1 1 1 1 1 1 1 1 1	4 8 9 9 THE ite	8 7 7 0 8 eration	3 7 6 4 OCU ure tp: ure ed ure	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap	WO WO WO Gincluding Author, 7 Software I tex.com/pro eClick, "Dy tp://www.dow , "Ad Force	Title, Date, Pertinent Page.  Inc., "SelectCa ducts-selectca rnamic Advertis ableclick.net/d	s, Etc.) st for st-con ing Re art or	Commerce of the commerce of th	YES Serve on	NO NO Property of the state of
R	BB BC BD BE CA CB CC	9	7 7 8 8 8 9 9 Pro (D) Pro (D) Pro (ht.)	1 2 2 0 ooductinte(/30/ooductary)	2 1 8 1 0 0 1 1 0 1 1 1 2 1 1 1 1 1 1 1 1 1 1	9 9 THE iterior printer printer iterior.	8 7 7 0 8 eration	3 7 6 4 OCUure tp: ure ed ure pt.	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap , Doubl from ht , Imgis com/cor	WO WO WO Gincluding Author, 7 Software I tex.com/pro eClick, "Dy tp://www.dow , "Ad Force e on 06/30/	Title, Date, Pertinent Page.  Inc., "SelectCa clucts-selectca rnamic Advertis ableclick.net/d .," printed fro	s, Etc.) st for st-com ing Re art or	Commerce nmerce.htm eporting a 06/19/98	Serve on Tai; 16pp	ers,"
	BB BC BD BE CA CB	9	7 7 8 8 8 9 9 Pro (D) Pro (D) Pro (ht.)	1 2 2 0 oductionte(/30/oductary)	2 1 8 1 Oct 1 1," ct 1 1,"	9 THE ite	8 7 7 0 8 erate p. erate rate rate rate	3 7 6 4 OCU ure tp: ure ed ure pt. ure	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap , Doubl from ht , Imgis com/cor , ADFor	WO WO WO Gincluding Author, 7 Software I tex.com/pro eClick, "Dy tp://www.dou , "Ad Force e on 06/30/ ce, "AdForce	Title, Date, Pertinent Page.  Inc., "SelectCa ducts-selectca rnamic Advertis ableclick.net/d	s, Etc.) st for st-com ing Re art or m	Commerce nmerce.htm eporting a n 06/19/98	Serve on Tai; 16pp	ers,"
R	BB BC BD BE CA CB CC	9	7	1 4 2 2 0 oducinte(/30/oduc/ART)) oductp://oducip://oduc	2 1 1 8 1 Cot 1 1 ('98; ct 1 1 ('/www. Rel	9 9 THE ite prite prite ite site as a seas	8 7 7 0 8 eration.eratication.ee,	3 7 6 4 OCUure tp: ure ed ure pt. ure AdF	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap , Doubl from ht , Imgis com/cor , ADFor .com/ho	WO WO WO WO Concluding Author, To tex.com/production and texto on 06/30/ce, "Adforce me/cust3 para Adforce International and texto on text	Title, Date, Pertinent Page. Inc., "SelectCa coducts-selectca rnamic Advertis ableclick.net/d 1," printed fro 198; 5pp. 10 Strategic Pa 11 Art.htm on 03/2 11 roduces AdForc	s, Etc.) st for st-com ing Reart or m rtners 7/00;	Commerce nmerce.htm eporting an 06/19/98 e,, pronte 2pp.	Serve on Tan; 16pp	ers,"
R	BB BC BD BE CA CC CC CD	9	7	1  4  2  2  0  oduction terms of the control of the	2 1 1 8 1 Cot lied fives it lives I li	9 9 THE ite prite prite ite ite.saite.as	8 7 0 8 ration.	3 7 6 4 OCU ure tp: ure ed ure pt. urce AdFmot	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap , Doubl from ht , Imgis com/cor , ADFor .com/ho orce, "ions Wh	WO WO WO WO Concluding Author, To tex.com/production Wo Wo Wo  Concluding Author, To tex.com/production Wo	Title, Date, Pertinent Page.  nc., "SelectCa chamic Advertis ableclick.net/d .," printed fro 198; 5pp.  te Strategic Pa art.htm on 03/2	s, Etc.) st for st-coming Reart or m rtners7/00; e Ever an Be	Commerce nmerce.htm eporting an 06/19/98 e, pronte 2pp. rywhere: A Sent", pr	Serve on Tar; 16pp	ers,"
R	BB BC BD BE CA CC CC CD	9	Proprior of the transfer of transfer of the transfer of transf	1 2 2 0 oductinte(/30/oducter) coducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oduc	2 1 1 8 1 Oct 1 6/98; ct 1 7/www. Reling 4/bi	9 9 THE ite From gr ite pr ite it s it s z z y er,	8 7 7 0 8 Prattint ratting ratting ratting rate rate rate rate rate rate rate rate	3 7 6 4 OCU ure tp: ure ed ure rce AdFr mot o.c	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap , Doubl from ht from ht com/cor , ADFor .com/ho orce, "ions Wh om/bw/0 rtising	WO WO WO WO WO WO WO Concluding Author. To tex.com/pro eClick, "Dy tp://www.dow, "Ad Force on 06/30/ce, "AdForce me/cust3 part arever a Di 00327/ca ad: content-b	Title, Date, Pertinent Page.  nc., "SelectCa ducts-selectca  namic Advertis bleclick.net/d ," printed fro 98; 5pp. e Strategic Pa ext.htm on 03/2 croduces AdForc gital Signal C efforce 1.htm on pased subgeneri	s, Etc.) st for st-con ing Reart or m rtners 7/00; e Ever an Be 03/27 c vari	c Commerce merce.htm eporting a 06/19/98 e", pronte 2pp. cyWhere: A Sent", pr 1/00; 3pp.	Serve on Tan; 16pp	no n
R	BB BC BD BE CA CC CC CC	9	Proprior of the transfer of transfer of the transfer of transf	1 2 2 0 oductinte(/30/oducter) coducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oduc	2 1 1 8 1 Oct 1 6/98; ct 1 7/www. Reling 4/bi	9 9 THE ite From gr ite pr ite it s it s z z y er,	8 7 7 0 8 Prattint ratting ratting ratting rate rate rate rate rate rate rate rate	3 7 6 4 OCU ure tp: ure ed ure rce AdFr mot o.c	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap , Doubl from ht from ht com/cor , ADFor .com/ho orce, "ions Wh om/bw/0 rtising	WO WO WO WO WO WO WO Concluding Author. To tex.com/pro eClick, "Dy tp://www.dow, "Ad Force on 06/30/ce, "AdForce me/cust3 part arever a Di 00327/ca ad: content-b	ille, Date, Persinent Page.  inc., "SelectCa cludicts-selectca chamic Advertis bleclick.net/d c," printed fro 98; 5pp. e Strategic Pa rt.htm on 03/2 roduces AdForc gital Signal C lforce 1.htm on	s, Etc.) st for st-con ing Reart or m rtners 7/00; e Ever an Be 03/27 c vari	c Commerce merce.htm eporting a 06/19/98 e", pronte 2pp. cyWhere: A Sent", pr 1/00; 3pp.	Serve on Tan; 16pp	no n
R	BB BC BD BE CA CC CC CC	9	Proprior of the transfer of transfer of the transfer of transf	1 2 2 0 oductinte(/30/oducter) coducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oducter://oduc	2 1 1 8 1 Oct 1 6/98; ct 1 7/www. Reling 4/bi	9 9 THE ite From gr ite pr ite it s it s z z y er,	8 7 7 0 8 Prattint ratting ratting ratting rate rate rate rate rate rate rate rate	3 7 6 4 OCU ure tp: ure ed ure rce AdFr mot o.c	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap , Doubl from ht from ht com/cor , ADFor .com/ho orce, "ions Wh om/bw/0 rtising	WO WO WO WO WO WO WO Concluding Author. To tex.com/pro eClick, "Dy tp://www.dow, "Ad Force on 06/30/ce, "AdForce me/cust3 part arever a Di 00327/ca ad: content-b	Title, Date, Pertinent Page.  nc., "SelectCa ducts-selectca  namic Advertis bleclick.net/d ," printed fro 98; 5pp. e Strategic Pa ext.htm on 03/2 croduces AdForc gital Signal C efforce 1.htm on pased subgeneri	s, Etc.) st for st-con ing Reart or m rtners 7/00; e Ever an Be 03/27 c vari	c Commerce merce.htm eporting a 06/19/98 e", pronte 2pp. cyWhere: A Sent", pr 1/00; 3pp.	Serve on Tan; 16pp	no n
R RR RR EXAMINER	BB BC BD BE CA CC	9 9 9 9	Proprior of the last of the la	1 2 2 0 oducinte(/30/oduce/screenser)	1 1 8 1 1 O C t 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	9 THE iterior of the state of t	8 7 7 0 8 eration http://www.netaratarataratarataratarataratarataratar	3 7 6 4 OCU ure tp: ure ed ure pt. ure tve not	04/97 11/97 05/98 07/98 01/99 JMENTS , Aptex //www.ap , Doubl from ht , Imgis com/cor , ADFor .com/ho orce, "ions wh om/bw/0 rtising , I., P	WO WO WO WO WO Green Author, 7 Software I tex.com/pro eClick, "Dy tp://www.dou , "Ad Force e on 06/30/ ce, "AdForce me/cust3 pa AdForce Int erever a Di 00327/ca ad : content-b almer, J. a	Title, Date, Pertinent Page.  Inc., "SelectCa Inducts-selectca Inamic Advertis Inbleclick.net/d  Inc.," printed fro 198; 5pp. Inc. Strategic Patert.htm on 03/2  Iroduces AdForce Inc. Gital Signal C  Iforce 1.htm on Inased subgeneriand Posteguillo	s, Etc.) st for st-conding Reart or m rtners 7/00; e Ever an Be 03/27 c vari, S. C	Commerce merce.htm eporting an 06/19/98 s", pronte 2pp. cywhere: A Sent", pr 7/00; 3pp. lations in 06/98, 12p	Serve on Tar; 16pp d from dvertinted a dicp.	rgeting o. ising, from



Form PRODE	MAG			U.S. DEPARTMENT OF COMM						OF COMMERCE	·						
(REV. 8-83)							PAT	(ENT	AND TRAD	DEMARK OFFICE	T706-11	P	CT/US99/286	28			
IN	FOF	lM.€	\TI(	NC	DIS	SCL	ost.	JRF	E CITA1	rion	ELDERING						
											INT. FILING DATE	G	ROUP	· · · · · · · · · · · · · · · · · · ·			
			(U	lse sev	veral s	:heets	if nec	essary	<i>"</i>		02 DEC 1999	ט	NKNOWN				
	-								U.S. P	PATENT DOCU	MENTS						
EXAMINER INITIAL			DO	CUM	ENT I	 NUM	BER		DATE		NAME	CLAS	SS SUBCLASS		G DATE COPRIATE		
R	AN	5	5	9	2	5	6	0	01/97	Deaton et	al	382	100		<del>/                                    </del>		
FC	AO	5	6	1	9	7	0	9	04/97	Caid et al		395	794				
	AP	5	6	8	7	3	2	2	11/97	Deaton et	al	395	214				
FC	AQ	5	7	5	8	2	5	9	05/98	Lawler		455	5.1		<del> </del>		
F	AR	5	7	6	1	6	0	1	06/98	Nemirofsky	et al	455	3.1		-		
R	AS	5	7	7	4	1	7	0	06/98	Hite et al		348	9				
FC	ΑT	5	5 7 7 4 8 6 8					8	06/98	Cragun et	al	705	10	-			
FC	ΑU	5	7	9	4	2	1	0	08/98	Goldhaber	et al	705	14				
FCFC	AV	5	8	3	2	4	5	7	11/98	O'Brien et	al	705	14				
FC	AW	5	9	4	8	0	6	1	09/99	Merriman e	t al	709	219				
FC	AX	5	9	7	4	3	9	9	10/99	Giuliani e	t al	705	14	1			
			L				<u> </u>			<u> </u>							
			DO	CUMI	ENT N	NUMI	BER		DATE	СО	DUNTRY	CLAS	S SUBCLASS	TRANS	LATION		
		<u> </u>												YES	NO		
FC FC	BF	9	9	0	4	5	6	1	01/99	WO							
FC	BG	9	9	4	4	1	5	9	09/99	WO							
FC	вн	0	0	0	8	8	0	2	02/00	WO							
PC	BI	0	0	1	4	9	`5	1	03/00	WO							
FC	ВЈ	0	0	3	3	2	2	4	06/00	WO							
					0	THE	R D	OCI	JMENTS	(Including Author, T	itle, Date, Pertinent Pages	s, Etc.)					
													-				
														-			
													. •				
														-			
<u>.</u>																	
EXAMINER				_		_	 >  /				DATE CONSIDERED		1.5				
EVANINGO			<del></del>			<u></u>	Mantz Coby 9/23/05										
					- 1.4						MPEP 609: Draw line thre	7	نس منیمدیدی				





09/807887

JC03 Rec'd PCT/PTO

1 9 APR 2001

Form PT	0-1449			U.S. DEPARTMENT OF COMME						OF COMMERCE	RCE ATTY. DOCKET NO. INT. APPLN NO.					
(REV. 8-83)										EMARK OFFICE	T706-11 PCT/US99/28628					
, i											APPLICANT					
,	NFOR	RM.	ATI(	NC	DIS	SCL	osī	JRE	CITAT	CION	ELDERING					
									-		INT. FILING DATE	GR	OUP			
			(U	ise sev	veral s	heeis	if nec	essary	")		02 DEC 1999	UNKNOWN				
		_	_						U.S. P	ATENT DOCU	MENTS					
EXR INITIAL			DO	ССП	ENT	NUM	BER		DATE		NAME	CLASS	SUBCLASS		G DATE OPRIATE	
FC	AY	5	9	7	7	9	6	4	11/99	Williams e	t al	345	327			
R	AX	6	0	1	2	0	5	1	01/00	Sammon, Jr	. et al	706	52			
R	AAA	6	0	2	0	8	8	3	02/00	Herz et al	•	345	327		<u> </u>	
R	ABB	6	0	3	5	2	8	0	03/00	Christense	n	705	14		<b></b>	
RRR	ACC	6	0	8	8	7	2	2	07/00	Herz et al		709	217			
R	ADD	6	1	1	9	0	9	В	09/00	Guyot et a	1	705	14			
R	AEE	6	.1	7	7	9	3	1	01/01	Alexander	et al	345	327			
·											•		1			
	•	<b>L</b>		<b>-</b>	·	·		•								
•			DO	CUM	ENT	NUM	BER		DATE	CC	DUNTRY	CLASS	SUBCLASS	TRANS	LATION	
														YES	NO	
PC	ВК	0	0	5	4	5	0	4	09/00	WO						
_																
															·	
									,							
					C	ТНІ	ER D	OCI	JMENTS	(Including Author, T	Title, Date, Pertinent Page	s, Eic.)	·			
									·	<del></del>				<del></del>		
							-									
										<u></u>			<del></del>			
				-										***		
											<del></del>	<del></del>				
EXAMINER		7	<u> </u>	_				•			DATE CONSIDERED					
<del> </del>			u			Á	25	<u>Y</u>			9/23/	105				
EXAMIN considered.	ER: Ini Include c	tialLif opy o	citation of this	form	with r	zd. wi zext co	ejber ommu	or no nicati	t citation is it on to applica	n conformance with nt.	MPEP 609: Draw line thr	ough citat	ion if not in confo	rmance and	l not	

#### **ELECTRONIC INFORMATION DISCLOSURE STATEMENT**

#### Electronic Version v18

Stylesheet Version v18.0

Title of Invention

Consumer Profiling and advertisement selection system

**Application Number:** 

09/807887

Confirmation Number:

5900

First Named Applicant:

Charles Eldering

Attorney Docket Number:

T706-11

Art Unit:

2161

Examiner:

Patrick JD Santos

Search string:

(5796952 or 6643696 or 20020099812).pn

#### **US Patent Documents**

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
FC	1	5796952	1998-08-18	DAVIS			
PC	- 2	6643696	2003-11-04	DAVIS			

## **US Published Applications**

Note: Applicant is not required to submit a paper copy of cited US Published Applications

init Cite.No	Pub. No.	Date	Applicant	Kind	Class	Subclass
FC 1	20020099812	2002-07-25	DAVIS			

#### **Signature**

Examiner Name	Date				
Mants Coby	9/23/05				